

# € TRAINING

Customer Service Excellence



1 - 5 July 2024  
Casablanca (Morocco)  
New Hotel



# Customer Service Excellence

REF: V344 DATE: 1 - 5 July 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Customer-focused organizations know that delivering excellence in service does not happen by accident. It requires careful integration of key factors that together set the company apart from competitors, win, and retain profitable customers and attract, motivate, and keep the best staff. In this training program, participants will learn the core practices and skills that successful businesses employ to consistently deliver world-class customer service experiences.

## Program Objectives:

At the end of this program the participants will be able to:

- Improve service delivery standards, reflected in higher levels of customer satisfaction and bottom line profits.
- Build a customer-focused culture.
- Lead customer service performance and professionalism in their organization.
- Improve business performance and the customer's experience.
- Recruit, train, and motivate staff.
- Develop and improve internal service standards.
- Assess internal and external skills-based development programs.

## Targeted Audience:

- Customer Service Managers and Supervisors.
- Customer Service Representatives.
- Managers who want customer service training to reinforce their skills and train their staff.

## Program Outlines:

### Unit 1:

#### The Business Case For Customer Service Excellence:

- Why excellence in customer service is a hot business boardroom issue.

- Understanding what your customers expect and Benchmarking for competitive success.
- Meeting and exceeding changing customer expectations.
- Assessing your organizational culture for customer service focus.
- Core foundations for building a customer-centric culture.
- Overcoming obstacles to customer service excellence.

## Unit 2:

### Improving Customer Service Standards:

- Showing your customers you are serious about providing customer service excellence.
- Resolving customer service challenges positively.
- Moving closer to the customer - rapport skills to build better relationships.

## Unit 3:

### Creating a Culture of Service Excellence Through Continuous Learning:

- What is a learning organization?
- Creating a vision for customer service excellence and continuous learning in your organization.
- Applying continuous learning strategies to customer service excellence.
- Planning for change - using the Neurological levels model and Leading by example - teaching others through behavioral excellence.
- There is no failure only feedback - moving forward for personal and business growth.
- Building teamwork, cooperation, and collaboration with colleagues.

## Unit 4:

### Hiring For Attitude - Training For Skills:

- The importance of a strong value set in customer service delivery excellence.
- Core customer service qualities and competencies.
- The transferability of customer service skills.
- Retaining and motivating your best people.



- Developing staff engagement in the business and Understanding the psychological contract and its impact on staff.
- Using rewards and incentives to motivate performance and the importance of the team leader/supervisor in frontline staff employment.
- Addressing "real-life" work challenges in customer service excellence.

## Unit 5:

### Assessing Customer Service Training And Development Programs:

- Why skills training is on the boardroom agenda of successful organizations and How to develop customer service excellence to compete in a global marketplace.
- What to look for when choosing a skills development or training program.
- Addressing attitudinal issues in learning and Assessing the impact of customer service training in the workplace on the customer, the team, and the business.
- High-performance coaching methods for customer service excellence and staff retention.
- Maintaining positivity in the workplace.
- Action planning to take the learning back and develop it further.